



Everest Group Data and Analytics (D&A) Services PEAK Matrix® Assessment 2024

Focus on Accenture

December 2024



Introduction

Enterprises are increasingly recognizing gaps in their data ecosystems as they seek to harness the full potential of gen AI. Businesses are prioritizing their data strategy to build AI-ready data ecosystems. Advances in artificial intelligence (AI) have amplified the importance of robust data management and governance. When scaling their AI initiatives, they are gradually realizing the value of trustworthy data to ensure quality, consistency, and security.

In addition, the focus has shifted toward value realization, with enterprises aiming to drive tangible business outcomes from their data initiatives. Enterprises demand their data strategies to deliver measurable business outcomes. This has led to a sharp focus on driving productivity gains, operational efficiencies, and unlocking new revenue streams. Data initiatives are increasingly seen as a critical investment that directly contributes to building a competitive advantage in the market.

In the report, we present an assessment and detailed profiles of 27 service providers featured on the [Data and Analytics \(D&A\) Services PEAK Matrix® Assessment 2024](#). Each provider profile provides a comprehensive picture of its strengths and limitations.

The assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with leading D&A service providers, client reference checks, and an ongoing analysis of the D&A services market.

The full report includes the profiles of the following 27 leading D&A service providers featured on the D&A Services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** Akkodis, DXC Technology, EPAM, Eviden (Atos), EXL, EY, Genpact, HCLTech, Kyndryl, LTIMindtree, Mphasis, NTT DATA, PwC, Tech Mahindra, and WNS
- **Aspirants:** Sonata Software, Stefanini, UST, and Virtusa

Scope of this report

Geography: Global

Industry: All-encompassing industries globally

Services: D&A services

D&A services PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro

- Leaders have displayed a vision focused on driving business outcomes through D&A services for their customers
- They are at the forefront of innovation and driving change with thought leadership, partnerships, and internal investments in emerging themes such as AI & gen AI-driven data modernization, modern data platforms, and data governance
- Leaders have invested heavily in acquisitions as well as building structured internal talent development programs. They have also focused on developing a range of certification programs
- Leaders have developed a range of integrated platforms along with industry- and use case-specific accelerators
- Domain focus and willingness to share risk and returns through value-based pricing models have further differentiated them in stakeholder partnerships

Major Contenders

Akkodis, DXC Technology, EPAM, Eviden (Atos), EXL, EY, Genpact, HCLTech, Kyndryl, LTIMindtree, Mphasis, NTT DATA, PwC, Tech Mahindra, and WNS

- Major Contenders have shown high confidence in their sweet spots within the D&A stack. They have a strong base of satisfied clientele within these areas
- Major Contenders have the vision to develop full services play and are investing in talent development programs, acquisitions, IP building, and a partnership ecosystem to enable the same
- They need to supplement their vision and investments with effective communication of success on transformative end-to-end D&A deals to enhance their market perception

Aspirants

Sonata Software, Stefanini, UST, and Virtusa

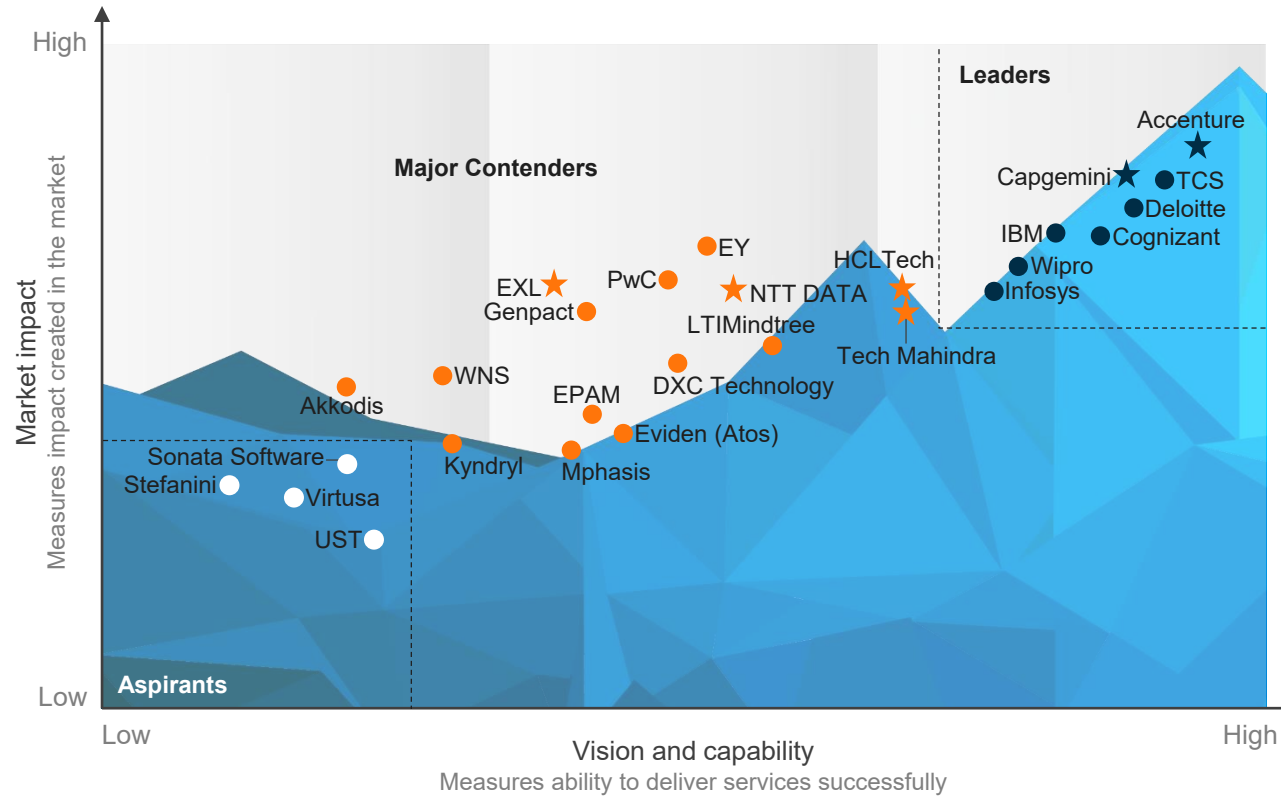
Aspirants aim to focus on creating solutions beyond niche areas; most engagements are based on flagship tools and solutions. The majority of investments are also directed toward upgrading and improving the features of these flagship solutions.

Everest Group PEAK Matrix®

Data and Analytics (D&A) Services PEAK Matrix® Assessment 2024 | Accenture is positioned as a Leader and a Star Performer

Everest Group Data and Analytics (D&A) Services PEAK Matrix® Assessment 2024^{1,2,3}

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Deloitte, DXC Technology, EPAM, EY, Infosys, PwC, and Virtusa exclude service provider inputs on this study, and are based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

² Assessments for Eviden (Atos) and IBM are based on partial inputs provided by service providers and are also based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

³ Akkodis and Sonata Software are new entrants on the D&A Services PEAK Matrix® and have therefore not been considered for the Star Performer title
Source: Everest Group (2024)

Accenture profile (page 1 of 5)

Overview

Company overview

Accenture is a multinational professional services company that assists enterprises, governments, and other organizations in building their digital cores, streamlining their operations, driving margin uplift, revenue growth, and customer experience. It offers data and AI services with a customizable, consumable, and automated approach that helps transform customers into AI-first businesses.

Headquarters: Dublin, Ireland

Website: www.accenture.com

Key leaders

- Julie Sweet, Chief Executive Officer
- Karthik Narain, Group Chief Executive, Technology
- Senthil Ramani, Global Lead, Data and AI
- Lan Guan, Chief AI Officer
- Arnab Chakraborty, Chief Responsible AI Officer

D&A practice overview

- Accenture Data and AI is a dedicated practice involving professionals with data and AI capabilities throughout Accenture in each service group, notably Strategy and Consulting (S&C), Technology, Operations, and Song
- The AI Navigator for Enterprise brings together pre-built data and AI assets for enterprise readiness. This includes data and AI accelerators, productized solutions, responsible AI toolkits, and talent and skilling frameworks. Accenture is codifying its industry experience into Navigator’s models, algorithms, and solutions, guiding its clients through a range of decisions (value case, architecture, solution, and tool choices) to realize their AI ambition and get to value faster

D&A services fact sheet	2022 (Jan-Dec)	2023 (Jan-Dec)	2024 (Jan-Mar)
Revenue (US\$ million)	Not disclosed	Not disclosed	Not disclosed
Number of FTEs	39,000-41,000	44,000-46,000	53,000-55,000
Number of clients	4,700-4,900	4,900-5,100	3,500-3,700

● Low (<10%) ● Medium (10-20%) ● High (>25%)

Revenue by geography

- North America
- Asia Pacific
- United Kingdom
- South America
- Europe
- Middle East & Africa

Revenue by industry

- BFSI
- Retail, distribution, and CPG
- Energy and utilities
- Others
- Electronics, hi-tech, and technology
- Telecom, media, and entertainment
- Manufacturing
- Healthcare and life sciences
- Travel and transport
- Public sector

Revenue by D&A services value chain segment

- Enterprise data management and modernization
- Strategy and consulting for D&A
- Analytics and BI
- Data governance, privacy, and security

Revenue by buyer size

- Small-market (annual revenue <US\$1 billion)
- Very large-market (annual revenue >US\$25 billion)
- Mid-market (annual revenue US\$1-5 billion)
- Large-market (annual revenue US\$5-25 billion)

Accenture profile (page 2 of 5)

Key delivery locations



Accenture profile (page 3 of 5)

IP and partnerships

IP Overview

- AI Navigator for Enterprise, Accenture's flagship data and AI platform is responsible for driving the development of data and AI solutions for multiple industries and functions. These can be incorporated into current business processes and systems to enable smooth and effective workflows. They include pre-built AI models and off-the-shelf solutions
- Accenture AI Refinery™ is a comprehensive platform that addresses the critical barriers organizations continue to face when scaling AI. It enables organizations to convert raw AI technologies and tools into scaled, enterprise AI systems. These custom AI systems can continuously reinvent the highest value enterprise capabilities, driving productivity and growth
- GenWizard is Accenture's generative AI platform for technology delivery across application and infrastructure management, application and data modernization, and software and platform development—reducing risk and closing performance gaps in speed, productivity, and cost

Proprietary IP/solutions/frameworks/accelerators/tools developed internally to deliver D&A services

Solution name	Solution type	Year launched	Details
AI Navigator	Platform	2023	It is a generative AI-based platform that helps clients in defining business cases, making decisions, navigating AI journeys, selecting architectures, and comprehending algorithms and models to deliver value responsibly.
AI Refinery	Platform	2024	It is a platform to scale AI that includes agentic architecture blueprints, a model switchboard platform, enterprise cognitive brain services, and domain model customization and training services.
GenWizard	Platform	2023	It is a generative AI automation platform that enables enterprises to scale generative AI in technology delivery across application and infrastructure management, application and data modernization, and software and platform development. GenWizard conforms to industry standards and responsible AI principles.
LearnVantage	Platform	2024	It is a comprehensive technology learning and training solution that provides tailored technology learning programs, specialized technology academies, ecosystem learning certification services, and managed services to help clients improve their learning skills.
Synops	Platform	Not disclosed	It is an AI-infused hyperautomation platform to improve business processes and business performance.

Key partnerships (logos)

Cloud and big data



Data integration, preparation, and governance



Analytics and BI



ERP



Others



Accenture profile (page 4 of 5)

Investments and market success

Other investments to enhance D&A services capabilities, for example, setting up of new delivery centers / CoEs / innovation labs, and trainings/certifications

Investment	Details
Acquisition	<ul style="list-style-type: none"> Acquired Parsionate, a data consultancy specializing in data products and modern data services. The acquisition has strengthened its data and AI capabilities in Europe and its ability to provide innovative, data-driven solutions in the retail, consumer goods, and life sciences sectors Acquired Redkite, a UK-headquartered data consultancy that specializes in full-stack data expertise Acquired Udacity to provide clients with technology, data, and AI training services, helping them reskill and upskill their workforce Acquired GemSeek to bolster Accenture Song's data and AI capabilities, enhancing its ability to understand customers through analytics and AI-powered predictive models
Talent development	<ul style="list-style-type: none"> Launched Accenture LearnVantage to offer innovative plug-and-play learning programs to enable employees enhance their existing skills and acquire new data and AI skills Created R12, a talent development program to focus on 12 key data and AI roles such as prompt and ML engineering. It has mapped its workforce according to these roles and defined learning paths and development programs for each in consultation with leading universities globally, to support skilling needs
Innovation labs	<ul style="list-style-type: none"> Introducing a network of hubs with deep engineering skills and the technical capacity for using agentic AI systems to transform large-scale operations. Some built on existing hubs in California and Bangalore and adding AI Refinery Engineering Hubs in Singapore, Tokyo, Malaga, and London Over 100 innovation hubs across the globe to facilitate interactive sessions, promote design thinking, and conduct brainstorming sessions with clients
Other investments	<ul style="list-style-type: none"> Organized innovation symposium events in conjunction with academic institutions such as Alan Turing, MIT, and Stanford, among others Data and AI leader community that brings C-level executives from various businesses together in an open platform to talk about the latest developments in business

Recent D&A engagements (non-exhaustive)

Client	Year of signing	Geography	Engagement details
Fortune	2024	US	Developed the Fortune Analytics™ tool, integrating business insights and employing Accenture's foundation model services for plain language processing and data visualization.
META Platforms, Inc.	Not disclosed	Not disclosed	Working with Meta's Open Loop program—a consortium of technology companies and AI policymakers; the collaboration is part of the first policy prototyping program in the US and aims to work on data governance and responsible AI.
Global Telecom	Not disclosed	Global	Modernizing a global telecom company's core IT operations to drive growth; through a managed services program, it is consolidating IT vendors to increase productivity by an estimated 60% and reduce costs by half.










Accenture profile (page 5 of 5)

Everest Group assessment – Leader and Star Performer

Measure of capability:  Low  High

Market impact

Vision and capability

Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

Strengths

- **Innovation-led approach:** Accenture offers end-to-end services with a continuous focus on emerging D&A demand themes. For instance, it has infused the Accenture Insights Platform in its AI navigator to create synergies in the complementary offerings. Additionally, it has also launched solutions which use semantic search and knowledge graphs for data analysis
- **Targeted M&A strategy to build industrial assets:** Accenture focuses on building deep industry-specific expertise and IP through inorganic investments. For instance, it acquired Partners in Performance to strengthen energy and utilities and public sector offerings and Parsionate to build data capabilities in the retail sector
- **Extensive talent investments:** It has significantly increased its data and AI talent through multiple acquisitions. It has acquired Udacity and launched LearnVantage gen AI learning platform to enhance skilling and training for Accenture and clients

Limitations

- **High-cost provider perception:** Enterprises often perceive Accenture as a premium-priced provider compared to peers. Clients expect Accenture to proactively plan and deliver better cost effectivity in its engagements
- **Limited exposure in small and mid-market segments:** Small and midsize enterprises may need to evaluate its capabilities carefully, as it has more experience offering end-to-end large D&A transformation engagements
- **Inconsistent talent:** Some of the referenced clients expected greater business knowledge and technical expertise from the resources in certain cases. They also observed pocketed gaps in communication from delivery teams

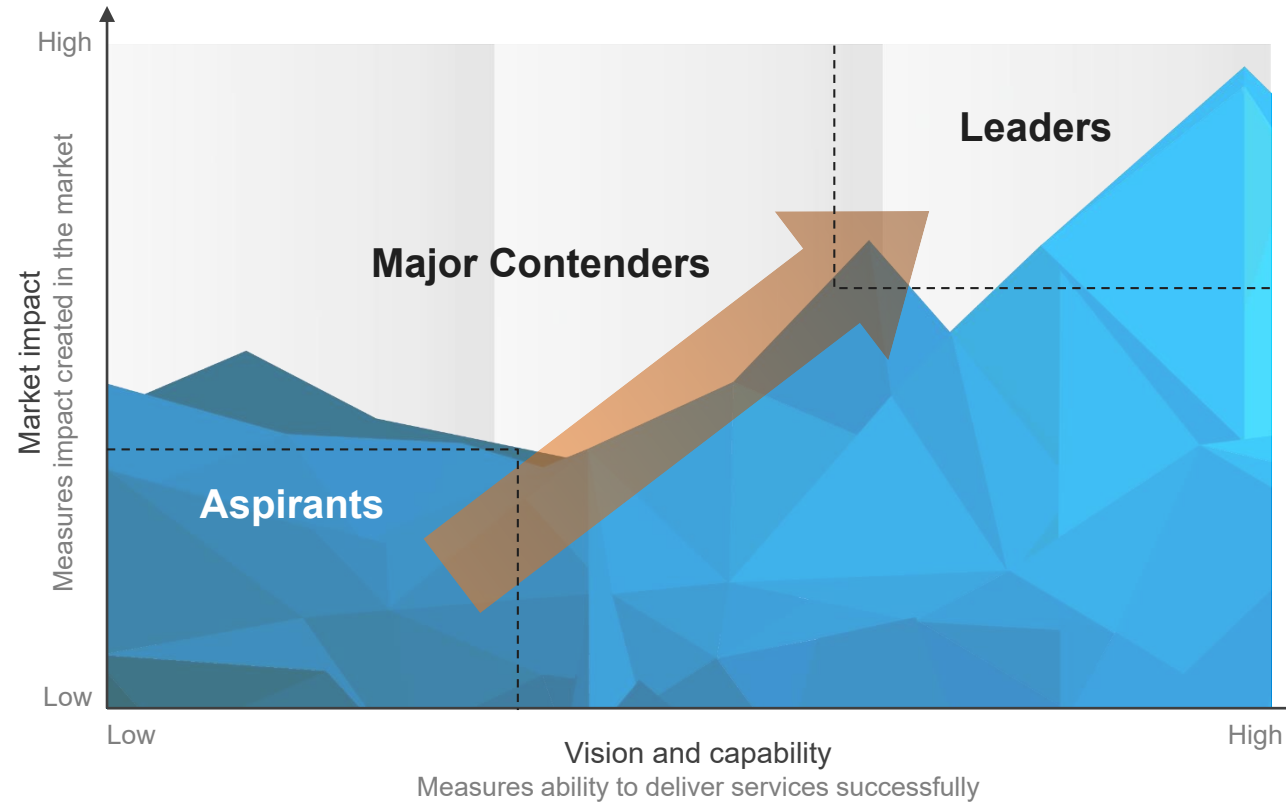
Appendix

PEAK Matrix® framework

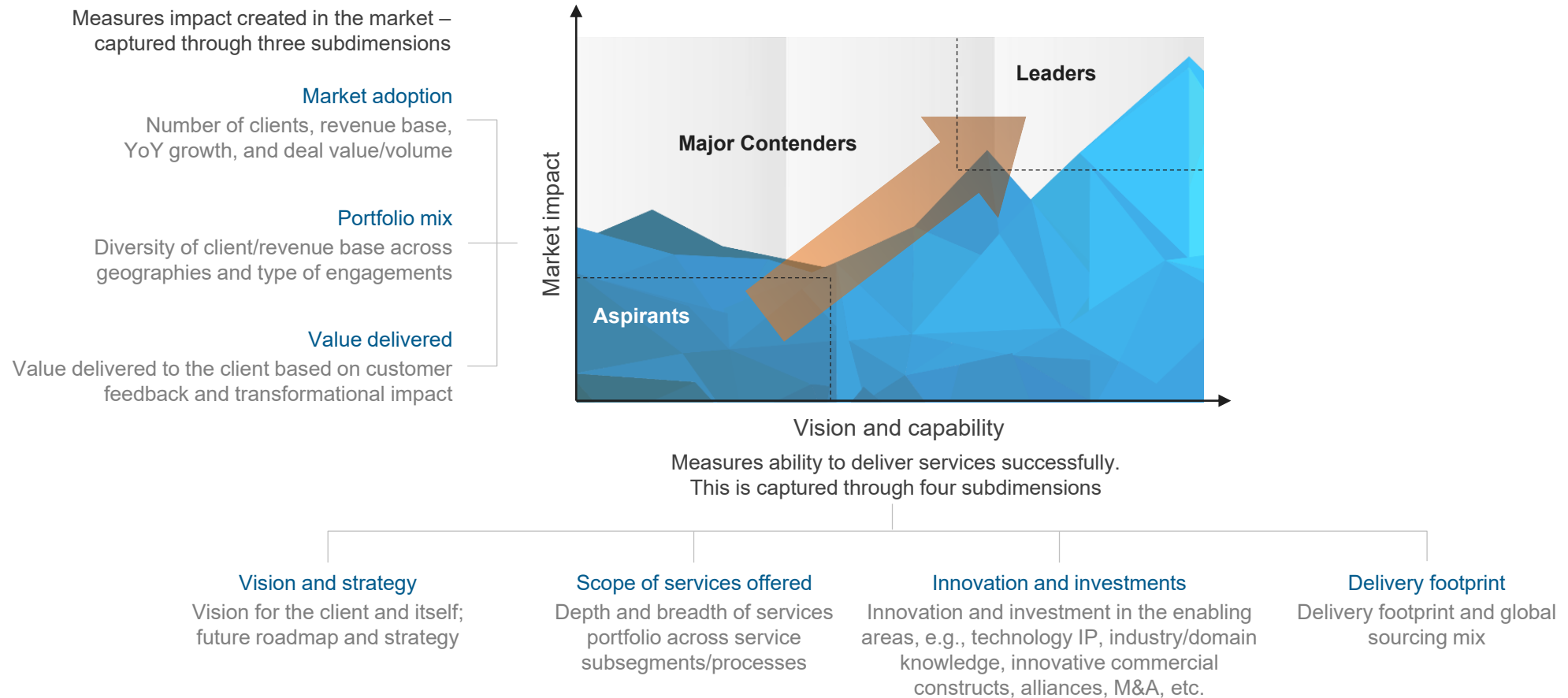
FAQs

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



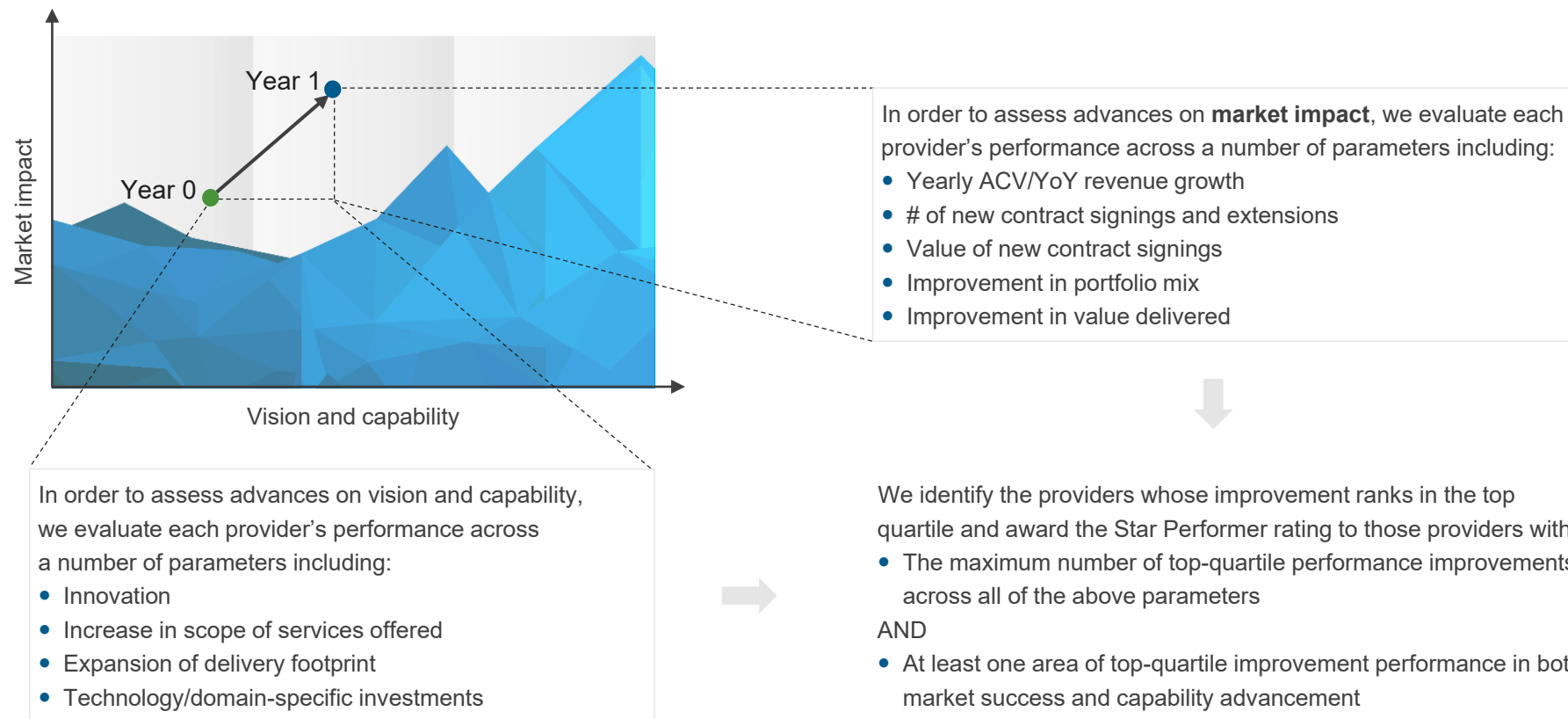
Services PEAK Matrix® evaluation dimensions



Everest Group confers the Star Performer title on providers that demonstrate the most improvement over time on the PEAK Matrix®

Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix



The Star Performer title relates to YoY performance for a given provider and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

Stay connected

Dallas (Headquarters)

info@everestgrp.com

+1-214-451-3000

Bangalore

india@everestgrp.com

+91-80-61463500

Delhi

india@everestgrp.com

+91-124-496-1000

London

unitedkingdom@everestgrp.com

+44-207-129-1318

Toronto

canada@everestgrp.com

+1-214-451-3000

Website

everestgrp.com

Blog

everestgrp.com/blog

Follow us on



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

Notice and disclaimers

Important information. Please review this notice carefully and in its entirety. Through your access, you agree to Everest Group's terms of use.

Everest Group's Terms of Use, available at www.everestgrp.com/terms-of-use/, is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.